



C. U. SHAH UNIVERSITY

Faculty of: Commerce
 Master of Commerce
 SEMESTER: Sem – I
 NAME: Research Methodology

CODE: 5CO01RME1

Teaching & Evaluation Scheme

Sr. No	Subject Code	Name of the Subject	Teaching Hours / Week				Credits	Evaluation Scheme							
			Th	Tu	Pr	Total		Theory				Practical			Total Marks
								Sessional Exam		University Exam		Internal		Unive rsity	
								Marks	Hr/s	Marks	Hr/s	Pr / Viva	T W	Pr	
1	5CO01RME1	Research Methodology	3	--	--	3	3	30	1 ^{1/2}	70	3	--	--	--	100

Objective: To equip and orient the students towards research.

Prerequisite: Basic knowledge of research.

Course Outline

Sr.no.	Course Content	No. of Hours
1.	Business research – A theoretical framework: Concept of business research, importance of research in business decisions, business research process.	11
2.	Data collection in business research : Methods and techniques of data collection, sampling and sampling design, Questionnaire designing and development, attitude measurement and scaling.	11
3.	Organization of business research & Sampling: Defining business research problem, Formulation of hypotheses, testing of hypotheses, experimental design, Sampling technique.	13
4.	Quality Characteristics and Quality Control Charts: Causes of variations in quality characteristics, Quality control charts, its purpose and logic ,construction of control charts, computing the control limits, variable chart(Variable chart, Range Chart),Fraction defectives chart(p-chart),Number of defectives chart(np-chart),number of defectives per unit (c-chart),typical examples	10
Total Hours		45

Learning Outcomes:

Theoretical: Understanding of basic business research aspects like quality control charts and hypotheses.

Practical: Implementation of Quality control.

Teaching & Learning Methodology: The following pedagogical tools will be used to teach this course:

(A) Lectures

(B) Case Discussions

(C) Quiz/Class Participation/Assignment, etc

Books Recommended:

1. C.K.Kothari Research Methodology, Wiley Eastern.
2. Dr.S.Shajahan Research Methodology, Jaico Publishing House.
3. S.P.Gupta Statistical Methods Sultan Chand.
4. William G.Zikm, Business Research Methods, The Dryden Press, New York.
5. Green Paul, Full Donald, Research for Marketing Decisions, Holt Rinehart and Winston, New York.
6. Rigby Paul H., Conceptual Foundation of Business Research, Wiley and Sons, New Delhi.
7. Clover Vernon T. & Howard Basley, Business Research Methods, Ohio Grid, New pub. Columbus.
8. Michel V.P., Research Methodology in Management, Himalaya Bombay.
9. Emroyc. William, Business Research Methods, Macmillan Publishing Co. New York.
10. Richard Levis, Statistics for Management, PHI, New Delhi.
11. Berenson, Canol and Raymond Colton, Research and Reporting Writing .
12. Business and Economic, Random House, New York.
13. Edward F. Reading in Market Research, The British Market Research Bureau, London.
14. Robert Ferber, Handbook of Marketing Research, McGrawHill, New York.